2021 GOLDWELL / KMS
Armstrong McCall Retail Exchange Program

The following guidelines are required for requesting a retail conversion exchange:

1. $250 minimum purchase in Goldwell and/or KMS haircare/styling.
2. Purchase of an introductory offer required as part of the upgrade transaction.
3. Purchase must equal or exceed conversion credit.
4. Customer must be in good standing.
5. Conversion is limited to one competitor brand per salon.
6. Open stock orders approved as required.
7. Vendor and FSM or VP pre-approval required.
8. Exception to guidelines require VP approval.

